

# Television Script

**Date:**

**Client:** Centers for Medicare & Medicaid Services

**Medium:** Television "Heart Disease"

**Length:** :30

**Spot #:**

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**Opening Scene:** An older African-American man is seen looking through a box of memorabilia. We never see the man's face clearly (i.e. side shots and over-the-shoulder shots). He comes upon a photo of several young men and women in "group shot" of a church picnic (or something similar). As he briefly begins to examine the photo, he receives a phone call.

**Phone Call:** He answers the phone and we are able to hear the caller speak.

**Caller:** Hi Matthew. I called to let you know that Drew passed away last night.

**Matthew:** Man, what happened?

**Caller:** Drew had heart disease...

**Matthew:** (Grunts) and silence. He holds the phone in stunned silence, then looks to the old picture he is holding in his hand.

**Cut Away:** Matthew is staring at the photo (we still have not seen his face fully) and the camera closes in on photo. Suddenly every sixth person in the photo starts to fade out in sequence – perhaps the audio of a soft heartbeat accompanies fading images. The camera follows this fading sequence until it stops on the "next person" who should fade out – it just happens to be the last person in the group photo. As the view focuses on the person (a young man) in the fade out sequence, we see a startled reaction from Matthew.

**Close Up:** The camera zooms and focuses clearly on the young man's face in the picture Matthew is holding. Then we match cut to Matthew's face for the first time. He has a startled look on his face and the face we see is an older reflection of the young man's face in the photo. Obviously, Matthew is looking at a picture of him and his friends when they were younger.

**Fade to voice over.**

**Voice Over:** One in every six African-American seniors has heart disease. It is the leading cause of death for African-American seniors. Do you know if you have heart disease? Call 1-800-MEDICARE to see how we can help with this serious health risk. That's 1-800-633-4227. Medicare, Helping you help yourself.